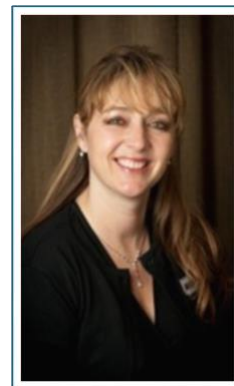


# Maximizing Profits through Lifetime Clients: Residential Maintenance



**Date & Time:** September 21-22, 2022 | 8:00 AM

**Location:** 7950 185th St F, Tinley Park, IL 60487

## Class Description

Maximize Profits Through Lifetime Clients shows dealers how to create a company that no longer runs from "hot to cold" by weatherproofing their business with a well-managed, profitable maintenance agreement program that internal customers believe in, offer, and close. Through a well-developed maintenance program, dealers will be able to stabilize profits and cash flow in their companies and develop a long-term client base instead of one-time customers. Attendees will also be able to develop their lead replacement pool and retain a consistent labor force by providing work year round. Residential Maintenance provides a way to tie clients that value quality and service back to your company.

***This class is certified for NATE CEUs!***

## Jennifer Shooshanian

brings her vast knowledge and experience as a service manager to BDR's training program. She helps dealers appreciate their service department as a profit center, not just a necessary evil.

Jennifer started in the HVAC industry at Jacobs Heating & Air in 1991. Her experience includes new construction and retro-fit, but her specialty and passion is service. She ran Jacobs service department for 6 years. During this time, the service department's revenue and net profits increased by over 50%, using fewer technicians than when she started.

## Class Outline

1. Class Mission
2. Program Creation
3. Renewal & Payment Strategies
4. Pricing & Profitable Agreement
5. Strategies for Maximizing Profit
6. Managing, Scheduling & Dispatching
7. Team Training
8. Marketing Plan
9. Growth Plan
10. Implementation

## Sign-Up Details

### Price:

- \$500 per person
- \$250 for every additional attendee

### Contact:

**[Mkletzien@basesolutions.com](mailto:Mkletzien@basesolutions.com)**

### Who Should Attend

Key players in the service department, Owners, Service Managers, Dispatchers, Lead Service Technicians



*Driving Profit  
& Growth*

